

United States Department of the Interior  
National Park Service

For NPS use only

National Register of Historic Places  
Inventory—Nomination Form

received

date entered

See instructions in *How to Complete National Register Forms*.  
Type all entries—complete applicable sections

## 1. Name

historic N/A

(DHL FILE NO. 127-375)

and/or common Broad Street Commercial Historic District

## 2. Location

A ten block area on Broad Street in Central Richmond roughly bound by  
street & number Belvedere St. on the West and 4th St. on the East. N/A not for publication

city, town Richmond N/A vicinity of

state Virginia code 51 county (City) code 760

## 3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture <input type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial <input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input checked="" type="checkbox"/> educational <input type="checkbox"/> private residence
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input checked="" type="checkbox"/> entertainment <input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government <input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input checked="" type="checkbox"/> industrial <input type="checkbox"/> transportation
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military <input type="checkbox"/> other:

## 4. Owner of Property

name Multiple Owners

street &amp; number N/A

city, town Richmond N/A vicinity of state Virginia 23220 23219

## 5. Location of Legal Description

courthouse, registry of deeds, etc. Richmond City Hall

street &amp; number 900 East Broad Street

city, town Richmond state VA 23219

## 6. Representation in Existing Surveys

(1) Division of Historic Landmarks  
title Survey (File No. 127-375)

(SEE CONTINUATION SHEET #1)

has this property been determined eligible? ☐ yes ☒ nodate 1981 ☐ federal ☒ state ☐ county ☐ localdepository for survey records Division of Historic Landmarks  
221 Governor Street

city, town Richmond state VA 23219

## 9. Major Bibliographical References

Christian, W. Asbury. Richmond Her Past and Present, Richmond 1912.  
Engelhardt, George. Richmond, Virginia: The City on the James, Richmond 1893.  
Hills Richmond City Directories. Richmond: Hill Directory Company.  
"Insurance Maps of Richmond, Virginia." New York: Sanborn Map Company, 1905-1915.  
"Insurance Maps of Richmond, Virginia." New York: Sanborn Map Company, 1919-1925.

(SEE CONTINUATION SHEET #29)

## 10. Geographical Data

Acreage of nominated property approx. 29

Quadrangle name Richmond, VA

Quadrangle scale 1:24000

### UTM References

A 

1	8
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2	8	4	1	8	0
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4	1	5	8	2	0	0
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Zone Easting Northing

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2	8	4	6	1	0
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4	1	5	7	7	7	0
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Zone Easting Northing

C 

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2	8	4	3	7	0
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4	1	5	7	7	3	0
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4	1	5	8	1	9	0
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4	1	5	8	3	6	0
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F 

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G 

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### Verbal boundary description and justification BOUNDARY JUSTIFICATION

Broad Street is the primary commercial thoroughfare of the city of Richmond. The street becomes distinctly commercial in character at 9th Street and extends ten miles to the west with a consistently commercial character. The blocks included within this dis-

List all states and counties for properties overlapping state or county boundaries (SEE CONTINUATION SHEET #2)

state	N/A	code	county	N/A	code
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state	N/A	code	county	N/A	code
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## 11. Form Prepared By

name/title Robert P. Winthrop

organization Aquino & Winthrop Architects

date 9-18-86

street & number 417 North Boulevard

telephone (804) 353-8828

city or town Richmond

state VA 23220

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

☐ national ☒ state ☐ local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature



H. Bryan Mitchell, Director  
title Division of Historic Landmarks

date March 5, 1987

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I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

date

Chief of Registration

## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date <u>N/A</u>
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

### SUMMARY DESCRIPTION

The Broad Street Commercial District is a ten block area of late 19th- and early 20th- century commercial buildings located on the northern edge of central Richmond. The street is a linear development noted for both its width and length. While most of Broad Street in the City of Richmond is commercial, the portion included in this district is the best preserved and most architecturally cohesive portion of the street. The district consists of the street and the buildings which face it and generally extends to the alley between Broad and Grace Streets to the south and the alley between Marshall and Broad to the north. The only exceptions are where buildings occupy the complete block, and where the boundary is adjusted to the north to meet the existing Jackson Ward Historic District. While the individual structures are architecturally varied, they are commonly two- or three-story masonry commercial structures designed by well known local architects as well as by prominent East Coast architects. The buildings are generally Italianate in style with some notable examples of Romanesque Revival buildings and a small number of more distinctly Classical Revival structures and several Spanish Colonial Revival buildings.

The district consists of 135 buildings, with only 8 noncontributing.

### ARCHITECTURAL ANALYSIS

Broad Street, within the boundaries of this district, is without topographic interest. It is straight and approximately 115 feet wide between building faces. This is almost double the width of the typical Richmond city street. The width is the most memorable characteristic of the street. It traditionally formed the boundary between adjacent districts. To the north is the Jackson Ward Historic District (placed on the National Register on July 30, 1976) which was a German and Jewish district in the 19th century and then became the center of Black life in Richmond at the turn of the 20th century. To the south of Broad Street was the middle- and upper-class neighborhood occupying the Grace and Franklin streets area. This area has lost much of its residential character in the 20th century.

Broad Street was not considered part of either area; it had its own character defined by its own broad scale and the presence of heavy traffic. Rail, wagon, streetcar, bus, and automobile traffic have been a major part of the street since the 1830s. The rail and streetcar lines formed a barrier down the middle of the street and the north and south sides of the street tended to develop differently. The northern side of the street developed as small shops and stores. There were a number of saloons, restaurants, and confectioners on the north side of the street at the beginning of the century. The southern side of the street accommodated larger department stores as well as several impressive and monumental individual structures. It was more distinctly stylish than the north side.

Because of the traffic, the street has never been a desirable residential area. Residents of the street tended to live above the shops they worked in or owned. Most residents in the 19th century were black or were recent immigrants to the United States. In the 20th century, the street became known as the boundary between black and white districts. In the 1970s, this differentiation began to breakdown and the racial differentiation of the street became less pronounced.

(SEE CONTINUATION SHEET #1)

## 8. Significance

Period	Areas of Significance—Check and justify below			
___ prehistoric	___ archeology-prehistoric	___ community planning	___ landscape architecture	___ religion
___ 1400-1499	___ archeology-historic	___ conservation	___ law	___ science
___ 1500-1599	___ agriculture	___ economics	___ literature	___ sculpture
___ 1600-1699	<u>X</u> architecture	___ education	___ military	___ social/
___ 1700-1799	___ art	___ engineering	___ music	humanitarian
<u>X</u> 1800-1899	<u>X</u> commerce	___ exploration/settlement	___ philosophy	<u>X</u> theater
<u>X</u> 1900-	___ communications	___ industry	___ politics/government	<u>X</u> transportation
		___ invention		___ other (specify)

Specific dates 1852-1930

Builder/Architect Various

Statement of Significance (in one paragraph)

### STATEMENT OF SIGNIFICANCE

The Broad Street commercial district contains the finest and best preserved collection of turn-of-the-century commercial buildings in the city of Richmond. Many of these structures were architect designed, created by some of the best known architects in the city, as well as by nationally known architects. The street was the focus of turn of the 20th-century retail trade as well as the center of the city's elaborate streetcar system. This concentration of activity on the street encouraged merchants to build elaborately and to make the street into a showcase of Richmond's commercial prosperity. While commercial activity was predominant on the street, it also became a center for social/cultural activity with the Masonic Temple and several theaters and cafes developed at a time when the city attempted to convert the street into Richmond's "Great White Way" in imitation of New York's Broadway. While individual buildings are interesting and well designed, the cumulative effect of all the structures is impressive and creates a superbly articulated streetscape. The blocks are fine examples of the architects' ability to compose facades. The repetition of architectural elements — arches, pilasters, quoins, and string courses give the fronts a unity which is unexpected considering the variety of facade compositions themselves. Modern development and intrusions are minimal, and today, the street represents an all but perfect traditional American Main Street.

### HISTORIC BACKGROUND

Broad Street was shown as the most northern of the streets in the earliest plan of Richmond drawn by Colonel Mayo in about 1744. When Thomas Jefferson drew a plan to extend the original grid of streets in 1782, he extended Broad, labeling it "H" Street. He also indicated that it was the city street which most closely approximated the course of the original east-west route of the area, River Road. Jefferson drew the street as being the same width as others in the city grid.

In 1793, there was an unsuccessful effort to establish a market at Broad and 12th streets. This market was unable to compete with the earlier market at 17th Street, but it may have caused Broad to be widened to accommodate a market structure in its median. In 1809, the modern width of the street is clearly indicated on Richard Young's map of the city. He also showed Broad Street's connection to Brook Road at what is now Adams Street and the turnpike to the west, now U. S. Route 250 west, (Broad Street Road.)

The major north-south and east-west routes of the 19th century converged on Broad Street, thus establishing the street's role as the most important traffic artery in the city. The unusual width of the street caused it to be renamed Broad Street in 1845, but also permitted its use as the right-of-way of the tracks of the Richmond, Fredericksburg and Potomac Railroad in 1834.

(SEE CONTINUATION SHEET #24)

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Continuation sheet #1

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6. REPRESENTATION IN EXISTING SURVEYS

- (2) Central National Bank; NRHP 9-20-79; DHL File No. 127-309.
- (3) Masonic Temple; NRHP 2-10-83; DHL File No. 127-296.

7. DESCRIPTION -- Architectural Analysis

Street furnishings are undistinguished. Today, most are typical Highway Department light fixtures. Early photographs show no effort of amenity; the street was poorly paved and covered in electric and telephone wires. The first effort to improve the appearance of the street was in 1911 when elaborate multi-globed light fixtures were placed along the street and ornamented masts were erected to support the streetcar wires. These fixtures were in place for only a decade when they were replaced by more modest lights.

The buildings in the Broad Street Commercial Historic District date from 1852 to 1970, but a majority of the structures were erected between 1880 and 1930. The street was first developed in the early and mid-19th century. The Beers Atlas of 1876 indicates that two-story wooden residential and commercial buildings were common on the street at that time. Four buildings survive from the period before the Civil War. These include the wood frame William Duggan house at 320 W. Broad Street erected in 1858, a two-story brick house at 419 W. Broad Street, and two badly altered structures at 222 W. Broad Street and 16 1/2 West Broad Street. These structures are modest in character and clearly show their utilitarian nature.

Few buildings on the street date from the immediate post-Civil War period. This small group of buildings are similar to the antebellum buildings, but make use of Italianate style bracketed cornices. The finest of the buildings is the small shop erected by C. G. Eckerts, c. 1875, at 316 West Broad Street. This building retains its original storefront in the form of a wooden arcade. The brick upper level is articulated by a pilaster on each side with a small corbel table below a wooden cornice. The upper level windows have segmental arches with a marble keystone.

The development of the trolley system, and the introduction of the electric streetcar in 1889, was to transform the street into the focus of the city's mass transit system and to encourage the development of shops and department stores on the street. By 1900, this area was the most important shopping district in the city and the most desirable location for retail trade.

From the 1880s until the 1930s, the buildings erected on the street were large and impressive commercial buildings which were often elaborately treated and architect designed. These buildings fall into three groups: the standard 25- to 30-foot wide shop, the large department and furniture stores and a group of individual structures designed for specific purposes, such as the Masonic Temple and the Empire Theater.

Most buildings in the district are brick, often embellished with granite and limestone trim. They tend to have heavy classical or Italianate cornices, and many of the facades are treated as multi-story arcades. Forty-four structures have arched windows or arcades as part of their composition. The buildings between 22 East Broad Street and 00

(SEE CONTINUATION SHEET #2)

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**7. DESCRIPTION — Architectural Analysis**

East Broad Street form a particularly good ensemble, with the rhythmic reiteration of arches and consistent cornice line, which is broken up by roof finials of varied design. Brick is either red or a gray-white. The light brick was intended to suggest stone and was used in association with pale granite or limestone trim.

A full repertoire of architectural forms is used on the facades including brick quoins, string courses, rusticated bases, and ornamental panels. A number of buildings have subdivided facades decorated with a series of pilasters and stringcourses. Thus, while the fronts are heavily articulated they remain orderly and controlled. Only one building has an irregularly composed front.

Buildings of the period 1880-1900 tend to have their facades subdivided into three bays, often indicated by pilasters or arcades. After 1900, there is a tendency to express the structural bay and to use ganged windows. This indicated the influence of progressive architectural trends emanating from the Mid-West and Chicago. This was a favorite expression of Richmond architects Charles K. Bryant, Charles M. Robinson, and D. Wiley Anderson.

While most of the buildings on the street are noted for their unity, there are only a few which break the conventional compositions which are characteristic of the streetscape. At 415 West Broad Street, German-born architect Carl Ruehrmund designed a four-story striped stone and brick building for the Steinbrecher family. This is treated as a sunburst as the striped bands of light and dark stone rise to an elliptical arch. The character of the arch suggests the excess of the Art Nouveau style more than the more sober Italianate style which was typical of Richmond's commercial architecture.

The small shop at 5 West Broad Street is made of brick and limestone and is more refined and finely detailed than are most of the other buildings on the street. This structure was designed by Hunt & Amrhein and was built in 1924.

The largest buildings on the street, other than the Masonic Temple and the Central National Bank, were the department stores. The first floor and basement of the Temple were occupied by the Richmond branch of the Woodward & Lothrop Department Store chain and opened for business in 1893. Five years later, the dry goods firm of Pemberton, Lords & Mosby opened a four-story granite fronted building at 11-17 West Broad Street. This building was similar in character to the other structures of its period, only larger and consisting of granite. By 1916, the J. B. Mosby Store became the first fire-proof department store in the city at 201-205 West Broad Street. Six stories high, this building was designed by the New York firm of Starrett & Van Vleck, who had been the architect of that city's Lord & Taylor Department Store. The design is based on McKim, Mead, & White's Gorham building, one of the most admired commercial buildings of the day. 13-17 East Broad Street was occupied by the Cohen Company, an important local department store.

By 1915, the two largest department stores were developed to the east of this district near 6th Street. Large furniture stores came to make use of the large four-story buildings on the south side of the street. C. G. Jurgens occupied the building at 27 West Broad Street, Rountree's Furniture built the structure at 115 West Broad Street, and many of these buildings are used by furniture stores today.

(SEE CONTINUATION SHEET #3)

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**7. DESCRIPTION -- Architectural Analysis**

Several monumental semi-public buildings were also erected on Broad Street during the period of significance. These include the Masonic Temple (1889-1893), Jackson T. Gott FAIA, architect; and the headquarters of the Central National Bank (1929), John Ebersson, architect. Both of these structures are individually listed on the National Register. The oldest surviving theater in the city was built in this area in 1910. The Empire Theater was intended to be the focus of an entertainment district which, it was hoped, would become Richmond's great White Way. The front of the theater was removed in alterations in the 1950s, but the superb interior remains in place and was recently restored in 1974.

The building of the Richmond Dairy at 312-314 Jefferson Street is the most important industrial building in the district and its architectural treatment is unique. The facade is a symmetrical composition framed by three-story high stucco concrete block milk bottles. This structure was designed by Carneal & Johnston, one of Richmond's best known architectural firms. This whimsical approach to a building is rare in Richmond and is rare for this staid and conventional firm.

There is little evidence of architectural activity on the street in the 1930s and 1940s. In the 1950s, the buildings were 30 to 50 years old and attempts were made to modernize the structures. Several buildings were refaced in stucco. The Cohen Store at 13-17 East Broad Street was refaced in a bland modernistic design and renamed the Charles Store. Several furniture stores erected large signs which covered portions of the original fronts. A number of storefronts were removed and replaced in the 1950s and 1960s.

In the 1980s, some of the buildings on the street have been restored, and later additions removed. The aluminum siding on the storefront of Tarrant Drug Company at 1-3 West Broad Street was removed exposing the original stained glass sign and cast iron front. The Charles Store stucco covering has been removed revealing the early 20th-century front.

**7. DESCRIPTION -- Inventory**

EAST BROAD STREET

00 BLOCK

1-7 East Broad Street: white brick with a metal cornice (revived as units 1-3); 3 stories; flat roof; 2 bays in each of 4 units; commercial (store); Italianate, ca. 1891; Charles H. Read, Jr., Architect. The vertical piers between the windows are rusticated and rise to third-floor arches. Read was a well known Richmond architect. This building first housed Julius Meyer's Sons Dry Goods Store and later Pettit & Company Furniture. It is an important building on a corner site.

(SEE CONTINUATION SHEET #4)

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7. DESCRIPTION -- Inventory

2-4-6 East Broad Street: brick, with a metal cornice; 3 stories; flat roof; three bays in each of three units; commercial (store); Italianate, ca. 1881. Modern storefronts, all windows arched, rusticated brick on second level, molded brick at arched and for circular ornaments between windows. Each unit has a different finial. #2 - pediments; #4 - flat cornice; #6 - stepped gable; the windows of #2 and #4 have been replaced with glass block and metal awning windows but the openings are unchanged. This 3-unit row is unusual and is an important part of the streetscape.

8 East Broad Street: brick, with granite dressings; 3 stories; mansard slate roof; 3 bays; commercial (store); Italianate - Second Empire, ca. 1890. Modern storefront. Brick pilasters at the sides of the facade rise to a brick corbel table and wood bracketed cornice. This is one of the oldest buildings in the block and is an important part of this row.

10-12 East Broad Street: brick with limestone trim; metal cornice; 3 stories; flat roof; 2 units, 1 bay - first floor, 3 bays - second floor, and 4 bays - third floor; commercial (store); Classical Revival, 1911; Carl Ruehrmund, Architect. The front is a glass storefront surmounted by triple windows which were in turn surmounted by four arched windows. Constructed of red brick, quoins are of white brick. This building was erected for R. Frankoine by William A. Chesterman, one of Richmond's largest contractors. It is well preserved and plays a major role in this row of fine buildings.

11 East Broad Street: brick (painted) with molded brick decoration; 3 stories; flat roof; 3 bays in 1-2-1 pattern with a central finial; commercial (store); Italianate, ca. 1889. This building has unusually elaborate brick decoration in panels between the second- and third-floor windows as well as in the attic level, flanking a central semi-circular window. The first floor storefront is modern. This is a very fine building.

\* 13-17 East Broad Street: Stucco (brick below); 4 stories; flat roof; 21 bays; commercial (department store); ca. 1886, remodeled 1909 by Carneal & Johnston, remodeled again ca. 1950. This was the elaborate department store of the Cohen Company at the turn of the century. While the facade has been refaced, the original window openings, wall surface, and possible elements of the shop fronts are intact. *The building was severely damaged in a fire January 13, 1987, and most of its historic fabric is now gone. NONCONTRIBUTING*

14 East Broad Street: brick (covered with a modern stucco front); 3 stories; flat roof; 1 bay (3 below the front); commercial (store); Italianate, ca. 1876. The cornice is the only part of the facade which suggests the character of the original building. The facade is preserved behind the front. It is a part of a consistent row of buildings.

16 East Broad Street: cast-stone panels; 3 stories; flat roof; two bays; commercial (store); Classical Revival, 1915. Two-story pilasters subdivide the facade; these make use of simplified classical detail. The storefront is modern. This building was first occupied by Charles W. Vaughan's Hardware Store. There was the Fernandini Brothers Saloon on the site before. This building contributes to the character of this row of buildings.



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7. DESCRIPTION -- Inventory

18 East Broad Street: white brick; 3 stories; flat roof; 2 bays, with two windows in each bay; commercial (store); Classical Revival, 1911; Charles H. Fisher, Architect. The facade is treated as two arcades on a cast-iron storefront. The cornice is brick. It contributes to the character of the street.

19 East Broad Street: brick (covered in stucco ca. 1950); 2 stories; flat roof; 1 bay; commercial (store); originally Italianate, ca. 1879, refaced c. 1950. This building housed James Kain's grocery store and later his saloon. It is of little interest today, but the original facade may be below the plaster.

20 East Broad Street: brick (white); 3 stories; flat roof; 3 bays; commercial (store); Classical Revival, 1903. The front is treated as a triple arcade sitting on a cast iron storefront. It was the shop of James M. Thompson, a dealer in groceries, liquors, cigars and tobacco. It is a handsome building and contributes to the streetscape.

21 East Broad Street: brick (painted) with metal cornice and stone window dressings; 3 stories; flat roof; irregular bay spacing, 1-2-1; commercial (store); Italianate, ca. 1880. The storefront dates from the 1920s. This building housed J. W. Laube, funeral director with Laube Hall above. It is a well preserved building which contributes to the street.

22 East Broad Street: brick; 3 stories; flat roof; 2 bays with two windows each; commercial (store); Italianate, ca. 1889. The facade is subdivided into two arches, with a Venetian window on the third floor. The cornice is brick; the storefront and sign are modern. This was occupied by grocers in the late 19th century. The building is elaborate and plays an important role in the row.

24 East Broad Street: brick with corbel table and central finial of galvanized metal; 3 stories; flat roof; 3 bays in 1-2-1 pattern of windows; commercial (store); Italianate, 1889. The side elevation is made up of six 2-window bays separated by fireplaces. This building has been a clothing store since it was erected. It replaced an earlier grocery. The storefront is modern, the upper floor is well preserved. The building contributes to the district's character.

100 BLOCK

100 East Broad Street: brick; 3 stories; flat roof; 3 bays; commercial (store); Italianate, 1873. Metal cornice and granite window dressings are used for this structure which housed Moses Myer's Bookstore from the 1880s to the 1920s. The third floor is obscured by two huge illuminated Coca Cola signs of ca. 1930. These signs were once characteristic of the street. The building occupies an important corner site.

(SEE CONTINUATION SHEET #6)

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**7. DESCRIPTION -- Inventory**

101 East Broad Street: brick; 3 stories; flat roof; 2 bays on front; commercial (store); Italianate, ca. 1890; Marion J. Dimmock, Architect. The front elevation is subdivided into two arched bays on rusticated brick pilasters. The side's elevations have two 3-bay end pavilions with a central projection bay window. The storefront has been modernized. This is an exceptionally elaborate store by one of Richmond's best known post-Civil War architects. It originally housed a drug store and the offices of an insurance company. In 1916, the rear of the building was used as a post office.

\*102-110 East Broad Street: corrugated aluminum; 1 story; flat roof; one bay; commercial (stores); originally Italianate, now renovated, ca. 1976. This building is without architectural interest. Noncontributing building.

103 East Broad Street, Walter D. Moses & Company, Inc.: brick; 3 stories; flat roof; 3 bays; commercial (store); Romanesque Revival, 1895. The original storefront has been replaced in black glass and stainless steel. This building was erected by its current occupant in 1895; the elaborate upper level is well preserved. The best known music store in Richmond, this is the beginning of a music district. This building contributes to the character of the street.

105-107 East Broad Street: brick; 3 stories; 3 bays per unit; commercial (store); ca. 1910. The first floors of these stores have been modernized. These are simple examples of commercial buildings of this period, and contribute to the character of the street.

109 East Broad Street: plaster panels (over an original brick facade); 3 stories; 1 bay; commercial (store); ca. 1886. This originally matched #111, but was modernized ca. 1955. The original front may remain under the plaster.

111 East Broad Street: brick; 3 stories; flat roof; 2 bays; commercial (store); Italianate, ca. 1886. This building was occupied by Daniel Buchanan Jeweler in 1888 and remains a jewelry store today. Molded bricks are used to articulate the facade. The storefront has been modernized.

112 East Broad Street: brick with granite sills and lintels; metal cornice; 3 stories; flat roof; 3 bays; commercial (store); Italianate, ca. 1900. This was St. Luke's Emporium Dry Goods and St. Luke's Penny Savings Bank, the forerunner of the oldest black bank in the United States. St. Luke's moved to the other side of the block in 1906 and became the Consolidated Bank & Trust Company. This is an important landmark in the economic history of Richmond's black community.

\*113 East Broad Street: brick and aluminum curtainwall; 3 stories; 6 bays; commercial (office); Modern, 1970; Ballou and Justice, Architects. While it maintains the scale of the street, this building is not otherwise related to the historic architecture of Broad Street. It is the rear of the Southern Bank Headquarters on Grace Street. Noncontributing building.

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7. DESCRIPTION -- Inventory

114 East Broad Street: brick (painted); 3 stories; flat roof; 3 bays - second floor, 4 bays - third floor; commercial (store); Italianate (stripped of cornice), ca. 1895. A brick arcade on the second floor is the finest remaining feature of this building, which was Francione's Hotel in the early twentieth century. The windows have been replaced and the first floor entirely altered, but the building retains some of its character.

116 East Broad Street: brick; 3 stories; flat roof; 3 bays; commercial (store); Italianate, 1913; Delaney and Gann, builders. The third-floor windows are arched with granite and the supports are treated as tall pilasters. The original storefront is retained on this building. It is part of a good row, typical of the street.

118 East Broad Street: yellow brick with limestone trim; 3 stories; flat roof; 1 bay, subdivided into 4 parts; commercial (store); Commercial, 1913; Albert Hunt, Architect. A tile, false mansard roof has been removed. Hunt was an imaginative architect and this building appears to be modern with its vertical emphasis prefiguring the Art Deco style of the 1920s. This is a very fine commercial building.

120 East Broad Street: brick; 3 stories; flat roof; 3 bays with central finial; commercial (store); Italianate, ca. 1879. The windows are trimmed with granite sills and lintels; brick corbel tables are used in the attic story. This is a fine commercial building of its period.

121 East Broad Street: brick (granite first floor); 3 stories; irregular bay spacing; commercial (shop); Italianate, ca. 1855. First floor has been modified for jewelry store, upper level windows closed, but building retains its character. This building has been the home of Swartzchild Brothers, Inc. Jewelers since the first decade of the 20th century. It makes a contribution to the street.

122-124 East Broad Street: brick; 3 stories; flat roof; 3 bays in each unit; commercial (store); Italianate, ca. 1885. The lower two floors of this building have been covered with a plaster front; the original wall remains intact beneath. The storefront is modern. This was a clothing store in 1888. It is an important structure on a corner site.

200 BLOCK

200-202 East Broad Street: brick and limestone; 3 stories; 3 bays; commercial (shop); commercial style, 1914; Charles K. Bryant, Architect. This is a good example of the simple, structurally expressive style of Bryant, a well known Richmond architect. It was first occupied by a jeweler and a milliner. The upper floors were rented by a fraternal organization. This occupies an exceptionally important corner site.

(SEE CONTINUATION SHEET #8)

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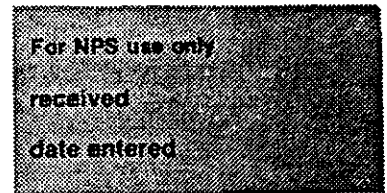
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7. DESCRIPTION -- Inventory

201 East Broad Street: brick with granite trim (painted); 3 stories; flat roof behind false pediments; 3 bays on front; 11 bays on side; commercial (store); Queen Anne, 1890. This was the store of Julius Sycle. The storefront was greatly altered ca. 1955. It is an interesting building on an important corner site.

205 East Broad Street: brick (painted); 3 stories; flat roof; 3 bays; commercial (store); Italianate, 1890. Front was remodeled in 1960s. The original central finial with the date has been removed. This was the building of the Singer Manufacturing Company in 1892. It is a handsome structure.

\*206 East Broad Street: corrugated aluminum; 1 story; flat roof; 1 bay; Modern, ca. 1956. This building is of no architectural interest. It is on the site of a spectacular theater designed by William C. West. Noncontributing building.

207 East Broad Street: brick (painted); 3 stories; flat roof; 3 bays; commercial (store); Italianate, 1890. The cornice is an example of elaborate brickwork. The building was occupied by Charles Haase, a furrier in the 1890s. The storefront is modern. The building contributes to the streetscape.

208-210-212 East Broad Street: brick (refaced ca. 1972 with composition panels and aluminum); 3 stories; shallow gable roof; 3 bays for each of the 3 units; Modern (originally Greek Revival), 1860; William Pfeifer, builder/owner. The building has a modern facade applied to an earlier structure, which remains intact below. This is the longest row of pre-Civil War buildings to remain on Broad Street in downtown Richmond. Restored, they could be important parts of the streetscape.

209 East Broad Street: brick, with a metal pediment; 3 stories; flat roof (not visible); 3 bays; commercial (store); Classical Revival, ca. 1888; modern shop front. This building housed a jeweler when it was built. It is a part of an important row.

211 East Broad Street: brick; 3 stories; flat roof (not visible); 3 bays; commercial (store); Classical Revival, ca. 1886; Remodeled ca. 1925 by Carl Lindner, Architect; remodeled ca. 1940 by Marcellus Wright. This building was first occupied by Stokes & Dunn, Merchant Tailors. It contributes to the character of the street.

213 East Broad Street: brick; 3 stories; flat roof (not visible); 3 bays; commercial (store); Classical Revival, ca. 1886 Central entrance through a 1930s storefront. First occupied by Julius Sycle, Dry Goods, it was a music store throughout the early 20th century. This is a handsome structure and contributes to the street's character.

214-216 East Broad Street: brick; 2 stories; flat roof with a tile mansard; one bay each shop; commercial (store); 1926; Carneal & Johnston, Architects. Windows have been closed. This building makes a modest contribution to the character of the street. The architects were wellknown.

(SEE CONTINUATION SHEET #9)

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7. DESCRIPTION -- Inventory

also 127-309  
+127-957  
93  
219 East Broad Street, Central Fidelity Bank: Originally the Central National Bank, brick; 20 stories; flat roof (composition); irregular bay spacing; High-rise bank; Art Deco, 1929; John Eberson, Architect; Carneal & Johnston, Associate Architects. Entered through a central two-story arch and brass vestibule. This building is listed separately on the National Register (listed 9-20-79.)

\*224 East Broad Street, Virginia Federal Savings & Loan Association: glass, aluminum and marble; 3 stories; flat roof (built-up); irregular bay spacing, 3-5-3; commercial (office); Modern, 1964; Cunneen Company, Architect exterior; Herbert Uhl, interiors. This building maintains the scale of the street, but is built of modern materials. Noncontributing building.

300 BLOCK

300 East Broad Street: Brick with stone trim; flat roof, not visible, false mansard removed; 3 bays with 2 small bays flanking a broad central, three-part bay; commercial (store); Commercial, vernacular, c. 1915. The large window areas make the interior of the building particularly bright. This structure occupies an important corner site and is part of a major grouping.

304 East Broad Street: Brick with marbled trim; three stories, one bay; commercial (shop); Spanish, c. 1915. This is a particularly elegant shop, with sculpted decoration and a false mansard roof. This store is particularly elaborate and contributes to the character of the street.

306-308 East Broad Street: Brick; three stories, flat roof, not visible; 2-bay arcades; large classical cornice; Italianate, c. 1895. These are handsome contributors to a major group of buildings.

310 East Broad Street: Aluminum facing over brick; 3 stories; one bay; flat roof (not visible); modern (a new front of c. 1970 over an older front. This front remains under the new covering.) This building maintains the scale of the older structures in this block.

312-320 East Broad Street: Brick, four stories; flat roof (not visible); four three-window bays; commercial, store; Commercial vernacular, c. 1925. This yellow brick building is simple and orderly showing the influence of mid-western modernism of the early 20th century. This is one of the finest buildings of its style in the city.

322-324 East Broad Street: Brick, with 322 partially covered with stucco; 3 stories; each unit has three bays; double-hung windows with limestone jack arches; commercial, store; Classical Revival, c. 1900. While the unit at 322 has been altered, the building could be returned to its original simple but dignified design.

(SEE CONTINUATION SHEET #10)

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7. DESCRIPTION -- Inventory

330 East Broad Street: Brick with a stucco front; 3 stories; flat roof (not visible); 2 bays; commercial, store; Art Deco, c. 1890, remodeled c.1930. The modern front contrasts with the multiple windows of the side elevation.

WEST BROAD STREET

00 BLOCK

00 East Broad Street: brick (painted); 3 stories; flat roof; 4 bays; commercial (store); Italianate, ca. 1887. Brick pilasters on corbels subdivide the front into two bays at the second floor and rise to a corbel table. Third floor windows are arched. All of the original window sashes have been removed and replaced with metal awning windows. There are panels of elaborate brickwork between the second and third floor windows. This building is on axis with Foushee Street and is visually important to the district.

also 127-169  
1-3 West Broad Street: brick (painted) with a metal cornice; 3 stories; mansard roof (slate); one large central dormer with two ventilator units flanking 6 bays, spaced to suggest 3 large bays; commercial (store); Second Empire, ca. 1880. The frame of the original cast-iron storefront remains in place. Second-story windows have a segmental head, third floor -square head, with granite lintels. The central dormer has a pair of round-headed windows and a Flemish-type gable. This was occupied by Harrison & Pierce, druggists in 1888 and has been occupied by the Tarrent Drug Company since before 1910. This is a handsome and important early commercial building.

2 West Broad Street: brick (painted); 3 stories; flat roof; 3 bays; commercial (store); Italianate, ca. 1870. This simple building has a bracketed cornice with double-hung, 2/2 windows. The front was remodeled in 1910 by Carneal & Johnston Architects, but later alterations have replaced this storefront. This was occupied by a handsome store and a variety of other commercial establishments during the 19th century.

\*4-6 West Broad Street: brick; 1 story; flat roof; 1 bay-each building; commercial (store); ca. 1950. There is a pattern of brick in a diamond shape in the space above the fronts. This building does not match the district in scale or architectural elaboration.  
*Noncontributing*

5 West Broad Street: brick with limestone dressings; 2 stories; flat roof; 1 bay; commercial (store); Classical Revival, 1924; Hunt & Amrhein, Architects. The shop opening is outlined with limestone moldings, a broad central window on the second floor is subdivided into three parts, with a limestone classical lintel. There are three circular limestone medallions above the window and below the cornice. This is a handsome building with restrained detail.

(SEE CONTINUATION SHEET #11)

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7 West Broad Street: brick (painted); metal cornice; 4-1/2 stories; flat roof; 3 bays; commercial (store); Italianate, ca. 1895. The lower two floors of this building have been greatly altered. The cast-iron frame of the storefront remains, as does a large elliptical window on the second level, but other early architectural features are missing. Third floor windows have granite sills and lintels; fourth floor windows are arched. There are low, horizontal windows in the attic space. This is an important part of the street frontage in this block. This building was first occupied by C. D. Meyer & Pettit Southern Furniture and Carpet Company.

8 West Broad Street: brick; 3 stories; flat roof; 3 bays; commercial (store); Commercial style, 1910; Duncan Lee, Architect. The main cornice has been removed; the storefront is modern. Duncan Lee was a well-known Richmond architect, but this building is not typical of his work. It maintains the scale and character of the street.

10-12 West Broad Street: brick (painted) with stone dressings; 3 stories; flat roof; 2 bays, each subdivided into 3 parts; Commercial, ca. 1917. This was the Simon Sycle Clothing Store when it was built. Two large elliptical arches sitting on brick pilasters subdivide the facade into bays. Broad windows fill the openings. Green marble panels separate the second and third floors. The second floor windows have a transom. The first floor front was replaced ca. 1973 with an eccentric design. This is an elaborate and handsome building of its period.

11-17 West Broad Street: granite, roughly dressed in regular courses; glass first floor; 4 stories; flat roof; 5 bays; commercial (department store); Italianate, 1898. Erected as the Pemberton, Lodes & Mosby Dry Goods Company. The metal cornice has a granular design. Fourth floor windows are arched, lower level windows have square heads. All windows have been closed with metal panels. The first-floor storefront is made of stainless steel and green glass. This is one of the largest buildings on the street.

16-1/2 West Broad Street: stucco; 2 stories; roof not visible; irregular bay spacing; Greek Revival (original style), ca. 1855, refaced 20th century. This is a mutilated fragment of a pre-Civil War house. This was Sing Lung Quong's Laundry in 1888. It illustrates the scale and character of this part of the street in the earlier part of the 19th century.

18 West Broad Street: brick; 3 stories; flat roof; irregular bay spacing; part of the facade is at an angle, reflecting the relationship of Brook Road to Broad Street; commercial (store); Italianate, ca. 1878. Double-hung windows have segmental heads; the cornice is simple and made of metal. This was a grocery store in the late 19th century, and was the Dixie Theater 1910-1920.

(SEE CONTINUATION SHEET #12)

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7. DESCRIPTION -- Inventory

19 West Broad Street: beige brick with granite sills and lintels and a metal cornice; 4 stories; flat roof; 3 bays; commercial (store); Italianate, 1894. The composition of this building matches the structure at 11-17 West Broad Street. It is a handsome structure, part of a unified row.

-62 23-25 West Broad Street: brick (painted); 4 stories; flat roof; 3 bays in each unit; commercial (store); Italianate, 1910; Carl Ruehrmund, Architect. The lower two floors of this building have been obscured with a large enamel panel front designed by Marcellus Wright, ca. 1955. This is not related to the design of the front. The top floor windows are arched, the cornice is metal. Ruehrmund was a well-known Richmond architect.

27 West Broad Street: brick with granite dressings; 4 stories; flat roof; 3 bays with two windows in each bay; commercial (store); Italianate, ca. 1910. The third floor windows are arched, and each pair is covered with a larger arch. The first floor storefront has been removed and replaced with a new front. This was the store of C. G. Jurgen's Sons, Inc. Furniture.

100 BLOCK

100 West Broad Street: brick on a cast-iron front; 2 stories; shallow sloped roof; 3 bays; commercial (store); Italianate, c. 1886. This building was occupied by Henry Holzgreffe's Saloon in 1888. The bracketed cornice is wood. Double-hung windows have segmental heads and a brick lintel. This is on an important corner site and is part of a cluster of saloons in this area.

ab 127-24 101-107 West Broad Street, The Masonic Temple: brick with brownstone dressings; 5 stories; built-up flat roof; 3 bays in primary facade; a Masonic Temple with a department store on the first floor and public meeting rooms on the upper level; Romanesque, 1888; completed in 1893; Jackson Gott, Architect. A full description of this building is found in the National Register Nomination Form (listed 2-10-83.)

102-104-106 West Broad Street: brick with a wood cornice and storefront; 2 stories; flat roofs; irregular bay spacing, 3-3-2; commercial (store); Italianate, c. 1886. The second-floor windows have segmental-arched caps.

110 West Broad Street: brick on a cast-iron storefront; 3 stories; flat roof; 2 bays each with 2 windows; commercial (store); Italianate, 1941; Charles H. Fisher, Architect. Two 2-story arches subdivide this facade, with a brick cornice, corbel table and brick crosses on the facade. The storefront is intact. This building was erected as Onesty & Maroni's Saloon for developer Moses J. Hofheimer.

112 West Broad Street: brick (painted) with a wood cornice; 2 stories; flat roof; 3 bays; commercial (store); Italianate, 1875. The facade of this building is well preserved, the interior is burned out. This was a saloon owned by the Onesty family in the 19th century.

(SEE CONTINUATION SHEET #13)



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7. DESCRIPTION -- Inventory

114 West Broad Street: brick (covered in wood clapboard); 2 stories; tile and asphalt shingle mansard roof; irregular bay spacing; commercial (store); Spanish (modern colonial); erected ca. 1920. A portion of the building was refaced in 1979 with wooden siding to give the appearance of a 3-bay Georgian town house. The western portion of the building has not been changed.

115 West Broad Street: brick; 4 floors; flat roof; 3 bays, each subdivided into 3 parts; Commercial (store); Commercial style, 1911; Charles K. Bryant, Architect. The main cornice has been removed and replaced with a parapet wall with a rectangular pattern in the bricks. The first floor has been greatly altered, but the original front remains below the modern signs. The structural system is expressed by a three-bay arrangement, each subdivided into 3 part windows. There are rectangular recesses in the spandrel panels. This building was erected for W. A. Rountree and is part of an important row of large buildings.

116 West Broad Street, The Regency Theater: stucco; 2 stories; flat roof; 1 bay; movie theater; Classical Revival, 1912; Charles K. Bryant, Architect. This was erected as the Little Theater, but was soon converted into a store. In the 1930s this became the Walker Theater, named after noted black woman, Maggie Walker, the founder of the Consolidated Bank. The facade is focused on a central, segmental-arched window with elaborate art deco stained glass.

This window is flanked by fluted columns which rise to a classical cornice. Each pylon is surmounted by a classical urn. Above the arched window there are three small window openings, each with a wrought iron ornament serving as a grill, and above this opening is a band of swags alternating with roundels. The marquee is metal and glass with neon lights and small electric light bulbs on the underside. Art Deco display cases flank the entrances and the central ticket booth.

The interior lobby is small and in the Art Deco style. The auditorium is long and narrow with fluted pilasters subdividing the walls. The ceiling is a shallow vault and is subdivided with bands at the same interval as the pilasters. This is an important small early theater and makes an important contribution to the character of the street.

118 West Broad Street, The Empire Theater: stucco; 2 stories; flat roof; 1 bay; theater; Classical Revival (facade partially removed), 1910; Scarborough & Howell, Architects; Restored in 1977. Erected as the Empire Theater by M. L. Hofheimer, it was later renamed the Strand Theater and in the 1930s became the Booker T, a black theater. The facade was stripped during a remodeling in the 1950s. The original composition was as a classical triumphal arch; the podium for paired Corinthian columns flanks the central, arched opening. Within the opening a sculpted plaster frieze of classical maidens radiating from a smaller area remains. This was sculpted by Richmonder's Ferruccio Lanaignoli. All other elements on the facade have been removed, although the entrance doors and frames remain.

(SEE CONTINUATION SHEET #14)

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The interior lobby is well preserved with most of its original decoration preserved. Long and narrow, the floor is ceramic tile, with a Greek key design on the edge. The walls are subdivided by pilasters, sculpted stucco panels are surrounded by a gilded border. These designs are Wedgewood inspired.

The ceiling is plaster as is the classical cornice, and a gold border of vines. Two stairwells flank the lobby. The stairs are cast-iron with marble steps. The auditorium is well preserved except for the ceiling, which was removed. The proscenium opening is flanked by unfluted Ionic columns and a draped box seat. The box seat is in a classical frame, with a tall panel of classical Adam-inspired decoration on each side. Above each box is a circular panel with three maidens in each. The entablature is made up of a simple 3-part architrave with a frieze of leaf acanthus leaves above.

The edge of the balcony is decorated with the heads of maidens alternating with shields, connected with garlands. The walls are subdivided by pilasters which have molded plaster moldings defining panels.

121 West Broad Street: yellow brick, metal cornice; 4 stories; flat roof; 4 bays with a 4-3-3-4 pattern of windows; commercial (store); Italianate, 1909; Burgdoll & Pauling, Builders and Engineers. The first floor cast-iron storefront remains in place. The second-floor brick is rusticated and the rustication continues to the pilasters of the upper floors which subdivide the facade into bays. The second-floor windows have stone lintels, the upper floors have stone keystones.

128 West Broad Street: brick on a cast-iron storefront; 2 stories; flat roof; 3 bays; commercial (store); Italianate, ca. 1885. The original storefront building was a grocery store and later a saloon.

200 BLOCK

200-202 West Broad Street: brick with a cast-iron storefront and metal cornice; 3 stories; flat roof; 3 bays in each unit; Italianate, 1910; Carl Ruehrmund, Architect. The Broad Street facade is subdivided by brick pilasters as the Doric capitals, paired pilasters mark the middle of the building. There is a brick finial on the parapet wall above the middle bay of each building. The structure is well preserved and occupies an important corner site.

201-205 West Broad Street, the former J. B. Mosby Dry Goods Store: first and second floor - limestone, upper levels - brick, wood cornice; 6 stories; flat roof; 3 bays on Broad Street front; 7 bays on Jefferson Street front; commercial (department store); Italian Renaissance, 1916; Starrett & Van Vleck, Architects; Carneal & Johnston, Associate Architects. The corners of the fronts are defined by shallow pilasters. The Broad Street facade is made up of three limestone arches sitting on a pair of polished granite Tuscan columns. Above the keystone of each arch is a roundel, and a pair of rectangular windows,

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7. DESCRIPTION -- Inventory

each pair is subdivided by a limestone Tuscan column. The show windows are subdivided into two parts; the windows in the arches are subdivided into small panes. The side elevation treatment is similar, but a simple rectangular pier is used in place of the granite columns.

The third, fourth, and fifth floors are brick with paired windows over each arch on the first floor. The windows are rectangular, double-hung, 6/6, and have limestone sills. The top floor is treated as a cornice. A limestone sculpted band separates it from the fifth floor. The windows are triple and ganged. A limestone lintel spans the windows. The cornice is very deep, projecting 5 feet over the sidewalk and is supported by multiple consoles. The first floor is vaulted with plaster, in same configuration as the exterior arcades. The building is well preserved and is one of the first commercial buildings on the street. The J. B. Mosby Store was a stylish department store. After it closed, the building was occupied by Sears & Roebuck Company.

206 West Broad Street: brick (painted) with a metal cornice; 3 stories; flat roof; 3 bays; commercial (store); Italianate, ca. 1890. The cast-iron storefront frame remains. Each bay is defined with a pilaster, rusticated on the second floor and with a panel on the third. A row of soldier courses defines the bottom of the cornice. The cornice is metal and bracketed. The central window is larger than the adjacent double-bay windows; it is filled with a pair of French doors for delivery to the upper floors. Window is tinted and sills are stone. This site was occupied by the meeting halls of the Galilean Fishermen's Association, a black fraternal organization. This building is well preserved and contributes to the district.

207 West Broad Street: brick, 3 stories; flat roof; 3 bays; commercial (store); Classical Revival, ca. 1903. The storefront dates from ca. 1955. The second floor is rusticated with 3-part arched windows. Third-floor brickwork is smooth, and the windows have shallow, segmental-arched heads.

There is a brick corbel table which rises to a metal cornice. There is a brick parapet wall above the cornice. This building was first occupied by George A. Tompkin's, a seller of bicycles and toys. It contributes to the character of the street.

208 West Broad Street: brick with a black glass storefront; 2 stories; flat roof; 3 bays; commercial (store); Italianate, c. 1880. The cornice of this small structure has been removed, but the granite segmental window caps remain on the second-floor windows. This building was first occupied by Jeremiah O'Rourke's Saloon. It makes a contribution to the street.

(SEE CONTINUATION SHEET #16)

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7. DESCRIPTION -- Inventory

209-211 West Broad Street: brick (painted), metal cornice; 2 stories; flat roof; 3 bays in each unit; commercial (store); Italianate, ca. 1905. The cast-iron storefront remains, as does a central entrance to the second-floor apartment. This building was first occupied by a florist and a dealer in musical instruments. While simple, this building is a typical example of turn-of-the-century style design.

212 West Broad Street: brick (painted) with a metal cornice; 3 stories; flat roof; 3 bays; commercial (store); Italianate, 1892. This building was erected to Henry Messerschmidt's Store and Tinware Shop, whose name is in the central finial. The central bay is wider than the side bays, with double windows, second-floor windows are double hung with stained glass transoms. Third-floor windows are simple double-hung. The edges of the front are defined by brick pilasters; bands of soldier courses support stone lintels. The central bay projects through the corbel table cornice to form a pedimented finial. There are panels of molded bricks above the side bays. The cast-iron frame of the original storefront remains below a modern sign. This is an important building of architectural note.

213-215 West Broad Street: brick; 3 stories; flat roof; irregular bay spacing, 2-2-1; commercial (store) and fraternal hall; Italianate, ca. 1905. The cornice has been removed, but the original storefront remains in place, unaltered. The entrance to the fraternal meeting hall was from the western door. The facade is subdivided into two-level arches, 2 pairs of 2 arches, each of which enclose double windows. The arch over the west door is single. The building contributes to the character of the street.

214 West Broad Street: stucco; 2 stories; tile gable roof; 3 bays, with a narrow central bay flanked by 3-part side bays; commercial (store); Spanish, ca. 1920. This is a 1920s shop, horizontal in proportion.

217-219 West Broad Street: brick (painted #217, unpainted #219); 2 stories (#217) and 3 stories (#219); flat roof; 3 bays - each unit; commercial (store); Italianate, ca. 1895. The cornice of #217 has been removed, as has its storefront. Second-floor windows are arched with brick soldier courses. Third-floor windows are rectangular and have stone inlets. The cornice is wood and simple. These are the parts of a consistent row of turn-of-the-century buildings.

218-220 West Broad Street: brick, metal cornice; 2 stories; flat roof; 3 bays-each unit; commercial (store); Italianate, ca. 1890. There are limestone keystones in the second floor-windows; the first-floor storefronts have been removed. This building makes a contribution to the streets.

\*221-225 West Broad Street: brick; 1 story; flat, built-up roof; 3 bays; commercial (store); Modern, ca. 1960. The storefronts of two of the three bays have been filled in with plywood paneling. This does not match or relate to the historic character of the street. Noncontributing building.

(SEE CONTINUATION SHEET #17)

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7. DESCRIPTION -- Inventory

222 West Broad Street: brick (painted); 2 stories; gable roof (not visible); 3 bays (central bay closed); commercial (store), originally a residence; Greek Revival (stripped of most architectural features), ca. 1857. This was a small house which has been stripped of its decoration and no longer suggests its original character. It is in scale with the other buildings in the row.

224-226 West Broad Street: brick, with a concrete block in fill on the first floor; 2 stories; terracotta with tile mansard roof, flat roof to the rear; 3 bays. The first floor has been refaced with textured concrete block. The windows on the second floor are paired, and a pair of brackets, between each window supports the tile roof. This is a typical example of 1920s stores and is in scale with the street in this area.

228 West Broad Street: brick; 3 stories; flat roof; 3 bays; commercial (store); Italianate, c. 1888. The bays are defined by shallow brick pilasters; window heads are simple with segmental arches. The cornice is simple without brackets. The first floor has been refaced in concrete block. This building was occupied by a series of saloons.

300 BLOCK

300-302 West Broad Street: brick (painted); 2 stories; flat roof; 3 bays in each unit; commercial (store); Italianate, ca. 1890. Built as grocery stores, these buildings later accommodated Pietro Lenzi's Saloon and the Pekin Theater, a theater for Negroes. The original storefronts remain, as does the cornice. This building is an important part of a unified row.

301-303 West Broad Street: brick (painted) with a metal cornice; 3 stories; flat roof; 4 bays; commercial (store); Italianate, c. 1905. Granite sills and lintels were used on the Broad Street facade. Second-floor windows have rectangular transoms, third-floor windows have arched heads with brick moldings defining the arch. A brick diamond is placed between each of the windows, and there is a recessed panel between each window. This building was first used by R. E. Burk's & Company, Furniture. The storefront is modern and of no interest. The building is handmade and makes a contribution to the district.

304 West Broad Street: brick, with a wood cornice; 2 stories; flat roof; 3 bays; commercial (store); Italianate, ca. 1895. This building first accommodated Swineford's Lithia Water Company, and later Antonio Diversi's Pool Hall. The first floor was remodeled ca. 1978 and is without interest. The cornice and the second floor remain unaltered. This building makes a contribution to the street.

305-309 West Broad Street: brick (painted); 4 stories; flat roof; 6 bays; Italianate, 1914; L. C. Jenkins, builder. The first-floor storefront is modern, second-floor windows have a granite lintel; third- and fourth-floor windows have segmental arches of brick at window heads. The cornice is classical and is metal. This building was erected for P. W. Hessburg and was occupied by Smerian Home Furnishings Corporation.

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**7. DESCRIPTION -- Inventory**

306-308 West Broad Street: brick with a metal cornice and limestone dressings; 3 stories; flat roof; 6 bays; commercial (store); Classical Revival, ca. 1905. This building was first occupied by the May Manufacturing Company which made hats. The storefront of #308 remains in place. The second floor brickwork is smooth with limestone keystones used in the jack arches above the windows. The sills of the third floor windows form a string course above which the brick is rusticated. The metal cornice is classical, and there is a deep brick parapet wall, which is subdivided into four parts. This is a large and impressive building and makes a contribution to the street.

310 West Broad Street: brick and glass with limestone trim; 2 stories; flat roof; 3 bays; commercial (car dealership); Classical Revival, 1916; Albert Hunt, Architect. The first floor is almost all glass, subdivided by two intermediate supports; a limestone cartouche is used above each support. The second floor is subdivided into 3 parts. The central portion is higher than the sides and contains a large Palladian arch sitting in a brick recess. The side wings have tripled ganged windows. The lintel is treated as a classical entablature and is related to the side window of the central Palladian feature. Above each window is a brick recess holding a limestone garland. A simple limestone cornice is used above the entire building. There is a central flagpole. Albert Hunt was an imaginative and important Richmond architect. These were erected for Moore & Hardy, a Studebaker distributor.

311 West Broad Street: brick (metal shed to the rear); 2 stories; gable roof; no bay subdivision; Medieval, c. 1915. The composition of this facade is asymmetrical with a small, Tudor-arched door and a large bay show window on the first floor; a small casement window on the second floor; small, vertical vent in the central gable. This building was first occupied by the Richmond Automobile Supply Company and G. Harry Thomkins, Art Goods. Wah Sung's Laundry was on the site in the early 20th century. While it is dissimilar to most of the buildings in this part of the street, this structure is of considerable interest and charm.

315-317 West Broad Street: brick; 4 stories; flat roof; two bays, each subdivided into three parts; commercial (store); Commercial, 1913; Charles M. Robinson, Architect. First occupied by the B. F. Goodrich Company, this building was erected for the Miller & Rhoads Company by contractor, W. L. Ragland. The original storefront remains; the bays are indicated by shallow pilasters which are from the second to the fourth floors. Store sills and brick bands span between the pilasters; the double-hung windows are evenly spaced, with only narrow brick piers separating them. The cornice is metal and classical. There is a brick parapet and a central flagpole.

316 West Broad Street: brick, with a wood storefront and cornice; 2 floors; flat roof; 4 bays on first floor, 3 bays on second floor; commercial (shop); Italianate, ca. 1875. The four-bay, wood storefront is preserved with all of its ornament intact and preserved. This is the earliest surviving storefront on the street. First-floor windows have full arch leads, second-floor windows have segmental arches with a stone keystone. The edges

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**7. DESCRIPTION — Inventory**

of the facade are marked by a brick pilaster, and a brick corbel table is between the wooden cornice. The building was owned by C. G. Eckerts in 1876 and the Richmond Bottle Works.

**318 West Broad Street:** brick (painted) with a cast-iron frame for a storefront; 2 stories; flat roof; 4 bays; commercial (store) Italianate, ca. 1880. The cornice has been removed and much of the front is covered with a large sign. Stone trim is used as sills and lintels. This building was originally occupied by a grocery store, but was later used for a number of functions including an automobile service station.

**319-323 West Broad Street:** brick, Flemish bond; 3 stories; flat roof; 3 bays, each subdivided into three parts; commercial (store); Commercial, 1913; Charles M. Robinson, Architect. The original limestone trim of the first floor can be seen behind the modern front. The location of the bearing wall is indicated clearly on the facade by brick piers. The space between these is glazed. These spaces are subdivided into 3 windows with a single large square window (not operable) surmounted by a transom subdivided into 30 small panes. Spandrel panels are subdivided into 3 parts with a panel defined by shallow raised pyramids. The deep projecting cornice is supported by a pair of brackets at each bearing wall. A brick parapet rises to a central finial with a limestone cartouche. The Architect, Charles Robinson, was well known for his designs of schools. The style of this structure is modernistic by early 20th-century standards in Richmond.

**320 West Broad Street:** wood; 2 stories; shallow gabled roof, metal; 3 bays; commercial (store); Greek Revival, 1858. Erected by William Duggan, this structure was occupied by a number of small, black businesses in the 19th century. It was extensively repaired and restored in the 1920s. It is typical of the small structures which lined this part of the street in the middle of the 19th century.

**322 West Broad Street:** brick with a metal cornice; 3 stories; flat roof; 3 bays; commercial (store); Italianate, ca. 1905. Sills are treated as a continuous string course in limestone and lintels are individual. Recessed panels in brick are located between the windows and floors. The front is defined by pilasters and a corbel table. The original cast-iron and wood storefront remains in place.

**325-327 West Broad Street:** brick (painted); 3 stories; flat roof; 2 bays, each subdivided into 3 parts; commercial (store); Italianate, 1911; A. E. and H. C. Smith, Architects. Pilasters with recessed panels subdivide the facade and rise to a corbel table. The cornice is metal and decorated with garlands. The windows are ganged with recessed brick panels in the spandrel panels. This is an elaborate building on an important corner site.

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7. DESCRIPTION -- Inventory

400 BLOCK

-107  
400 West Broad Street: brick; 3 stories; flat roof; bays are spaced irregularly; commercial (store); Italianate, c. 1905. The upper floors were originally used as apartments which were heated by individual coal fireplaces. Six chimneys used for this purpose can be seen from the side. This simple, but elegant, building occupies an important corner site.

401-407 West Broad Street: stucco; 1 story; terracotta roof on Broad Street elevation, flat roof to the rear; 5 arcaded bays on each side of a central pavilion; commercial (automobile service station); Spanish, 1926; Lee, Smith & Van der Voort, Architects. The facade is curved symmetrically with a central entrance flanked by arcades and terminated with pylons which support light fixtures. The building forms a plaza on the street which is used as a parking lot. This was erected for the Standard Gas & Oil Supply Company on a site which had been occupied by a blacksmith in the 19th century.

404 West Broad Street: brick; 3 stories; flat roof; 3 bays; commercial (store); Italianate, c. 1900. The facade is articulated by granite trim and ornamental brick. Second- and third-floor windows have lintels treated as a continuous string course, sills are individual.

406 West Broad Street: brick (painted); 3 stories; flat roof; 4 bays; commercial (store); Italianate, c. 1907. Second- and third- floor windows are double-hung. This impressive building with decorative panels in the second-floor arcade contributes to the character of the streetfront.

408 West Broad Street: brick; 3 stories; flat roof; 2 bays, with 2 windows in each; commercial (store); Italianate, c. 1912; Delaney & Gann, contractors and designers. Large arches with cross-shaped embellishments make this building impressive and characteristic of other buildings found throughout downtown Richmond.

409 West Broad Street: brick; 2 stories; flat roof; 4 bays; commercial (store); Italianate, ca. 1905.

411 West Broad Street: brick; 2-1/2 stories; flat roof; 2 bays; commercial (store); Classical Revival, 1909; D. Wiley Anderson, Architect. The storefront is modern, each bay is subdivided into 3 parts, each window has small panes in the upper sash and a single pane in the lower sash. There is a square attic window above each opening on the second floor. The cornice is metal and classical. Urns are located above each corner of the building.

414 West Broad Street: brick; 1 story; flat roof; 1 bay; commercial (store); Art Deco, c. 1930. Although this building has an uninteresting front, it contributes to the streetscape.

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**7. DESCRIPTION -- Inventory**

415 West Broad Street: brick and stone; 4 stories; flat roof; 1 bay subdivided into 3 parts; commercial (store); Art Nouveau, 1915; Carl Ruehrmund, Architect. The first floor is made of a cast stone frame for a modern storefront. The lintel is treated as a jack arch. The upper floor is defined by a three-level elliptical arch in alternating courses of stone and brick, creating the image of a sunburst. Within the arch the windows are subdivided into 3 groups of two double-hung windows with a transom above the second and third floors. Between each window is a brick panel with three diamond shaped marble plaques. The floor windows follow the shape of the elliptical arch. There is a central finial and a curved parapet wall at the top of the building flanked by a pair of sculpted pine cones. The finial is inscribed with the words "Steinbrecher Building" and the date "1915" is in the keystone.

416-418 West Broad Street: brick; 2 stories; flat roof; 3 bays in each unit; commercial (store); Italianate, c. 1890. The building's character is obscured by a monochromatic color scheme.

417 West Broad Street: brick (painted) with a wooden cornice; 2 stories; flat roof; 3 bays; commercial (store); Italianate, c. 1875. Second-floor windows are double-hung and have segmental arches. This building contributes to the character of the street.

419 West Broad Street: brick (painted); 2 stories; metal gable roof; 3 bays; commercial (store); Italianate, 1852. This small Civil War-era building retains much of its character and contributes to the streetfront.

420-422 West Broad Street: brick (painted); 2 stories; flat roof; 3 bays in each unit; commercial (store); Italianate, c. 1880. This building is on an important corner site and is very characteristic of the Italianate style frequently found in Richmond.

423 West Broad Street: brick with a bracketed cornice; 2 stories; flat roof; 4 bays; commercial (store); Italianate, 1875. Though very bland, this building fits well into the character of the streetfront.

424 425-427 West Broad Street: brick (painted); 3 stories; flat roof; 6 bays; commercial (store); Italianate, c. 1906. This building with its elaborate curved gable with a central finial occupies an important corner site. This impressive building definitely adds to the ambiance of the street.

**500 BLOCK**

122 123 124 504-508 West Broad Street: brick (painted); 2 stories; flat roof; 3 bays in each unit; commercial (store); Italianate, c. 1890. Though rather run down and ordinary, the Chinese signs on two of the units give an exotic feeling to the viewer. This building contributes to the character of the street.

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**7. DESCRIPTION — Inventory**

**NORTH FOUSHEE STREET**

**200 BLOCK**

209 North Foushee Street: painted brick with a metal cornice, running bond; 3 stories; flat roof (not visible); 2 bays; commercial (offices); Italianate, ca 1900. This simple building was extensively renovated in 1985. It is similar in character to other buildings on Broad Street and makes a contribution to the district.

**NORTH ADAMS STREET**

**300 BLOCK**

303 North Adams Street: brick, running bond; 3 stories; irregular shape and bay spacing; commercial (store); Italianate, c. 1890. A metal storefront of c. 1910 has extended the store to the property line. The irregular shape reflects the diagonal course of Brook Road. This building contributes to the streetscape at this important intersection.

305 North Adams Street: brick; 2 stories; 3 bays regularly spaced; commercial (store); Commercial Vernacular, c. 1920. The parapet wall on the front wall has a central feature suggestive of a pediment. This is the most recent of the buildings erected on the triangular space and is harmonious with the remainder of the buildings.

306 North Adams Street: painted brick, running bond with a wooden cornice; 2 stories; flat roof (not visible); 2 irregular bays on the second floor; commercial (store); Italianate, ca. 1880. Much of an early storefront remains between a galvanized metal cornice. The original 6/6 window sash remains on the second floor. The upper floor shares a common entrance with the building at 308 North Adams Street. This building is similar in character to the adjacent buildings on Broad Street and contributes to the character of the street.

308 North Adams Street: painted brick, running bond; 2 stories; flat roof; 3 irregularly spaced bays. Wood cornice at roof, galvanized cornice at storefront. This building was erected with 306 North Adams Street and shares a common architectural character.

309 North Adams Street: brick front on a wooden building; 2 stories; 5 irregular bays; hipped standing seam metal roof; commercial (store); Italianate, c. 1875. This building retains an early storefront. This small building is one of two wood frame structures in the district. It is an interesting part of the streetscape.

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7. DESCRIPTION -- Inventory

310 North Adams Street: Poured-in-place concrete; 3 stories; flat roof; triangular in shape; Classical Revival, c. 1915. This building has a metal cornice at the second floor level which has been removed on the Adams Street front. The frame for a large illustrated billboard remains on the roof. The distinctive shape of the building creates an interesting streetscape and contributes to the neighborhood.

313-315 North Adams Street: Brick, running bond; 3 stories; flat roof; each unit has 3 evenly spaced bays; double hung windows with cast stone lintels; commercial (store); Italianate, c. 1900. This building is well preserved except for the replacement of the original storefronts with a modern brick front. This building is a typical example of the simple commercial building of this period.

319 North Adams Street: Brick, 5 course American bond; 2 stories; flat roof; 4 bays; commercial (store); Italianate, c. 1890. The wood cornice is typical of the period; the storefronts have been replaced with aluminum. An alley to the south has been enclosed with a wooden addition. This building makes a contribution to the character of the district.

321-325 North Adams Street: Brick, 5 course American bond; 2 stories; flat roof; irregular bay spacing; commercial (store); Commercial Vernacular, c. 1920. This building makes use of string courses of brick to articulate the fronts. It contributes to the quality of the street.

BROOK ROAD

300 BLOCK

312 Brook Road: Stucco covered brick with a metal cornice; 2 stories; 2 irregular bays; flat roof (not visible); commercial (store); Italianate, c. 1890. This building is irregularly triangular in plan. The configuration and general arrangement with a pair of double hung windows in the middle of each bay is unusual. The original storefront remains. This structure makes a contribution to the street.

316 Brook Road: Brick, 5 course American bond; 3 stories; flat roof; irregular bay spacing; brick cornice and segmental arches of each window; commercial (warehouse); Italianate, c. 1890. This building is triangular in plan and makes a contribution to the street.

318 Brook Road: brick, running bond, metal cornice; 2 stories; 3 bays; commercial (store); Italianate, c. 1910. Cast stone lintels over 6/6 double hung windows. Part of an early storefront remains. This is a good example of modest commercial design of the period and makes a contribution of the street.

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7. DESCRIPTION — Inventory

319-321 Brook Road: brick, American bond; 2 stories; 7 irregular bays; commercial (store). Metal roof cornice has been removed, first floor storefront remains. This building is similar in character to the buildings on the other side of the street and makes a contribution to the district.

320 Brook Road: brick, 5 course American bond; 2 stories; 3 bays; commercial (store); Italianate, ca. 1910. Cornices are metal, cast stone window lintels. This is a well preserved building of its period.

\*322 Brook Road: brick, common bond; 2 stories; irregular bay spacing; commercial (garage); Modern. This is a bland and featureless structure of little architectural character which does not relate to the architecture of the district. *Noncontributing*

JEFFERSON STREET

300 BLOCK

312-314 North Jefferson Street: brick, 5 course American bond; 4 stories; flat roof (built up); 5 bay central position, flanked by 2 bay projecting units, in turn flanked by 3 story high stuccoed concrete block milk bottles; industrial (dairy); Commercial, erected in 1913, Carneal & Johnston Architects. This structure was erected as the processing plant for the Richmond Dairy which occupied the building from 1913 until 1971. There are several modern additions to the rear which are purely utilitarian in character. The dairy is a handsome industrial structure which makes use of the monumental milk bottles to make its function clear. This is a rare and unusual feature which is not typical of the area's architecture.

8. SIGNIFICANCE — Historic Background

While the street had provided a site for impressive public buildings, churches and residences in the early 19th century, the heavy vehicular and rail traffic made it suited for commercial uses as the century progressed. A successful market was established at 6th Street and Broad in 1816, confirming the commercial character of the street. This market was to expand to become the largest market in the city by the end of the century.

The noisy, smoke-spewing steam locomotives were a constant source of annoyance and danger on the street. After years of agitation, the city removed the railroad from the street in 1875. By this time, horse drawn streetcars were in use. In 1887, the City of Richmond signed a contract with Frank Sprague requiring him to establish an electric streetcar system for the city. This was to consist of 12 miles of track, an electric generator and trolley cars; it was to be built in 90 days and cost \$110,000.00. This was done and resulted in creating the first commercially successful electric streetcar system in the world. The hub of this system was Broad Street. The electric streetcar would transform American cities. Richmond's system grew to encompass the entire city, most

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8. SIGNIFICANCE -- Historic Background

lines terminating on Broad Street. The trolleys were eliminated in 1948, but the modern bus still follows the original streetcar routes, thus Broad Street remains the hub of the metropolitan area's transit system.

The construction of the interstate highway system, and other multi-lane highways has reduced the significance of the street as a regional traffic carrier. It remains the best known and most heavily traveled street in central Richmond.

COMMERCE

The position of Broad Street at the intersection of so many transportation routes made it a desirable site for commercial activity. The market at 17th Street and East Main streets had been the focus of the city's commercial life in the 18th century, but the city's direction of growth was to the west and by the middle of the 19th century, the old market was inconveniently located for many city residents. This pattern of increasing westward development was greatly accelerated by the introduction of streetcars and by 1890, commercial activity had shifted to Broad, from the older Main Street commercial corridor which becoming limited to financial institutions.

The character of the commercial activity altered as the street developed and grew. In the 1860s and 1870s there were a number of grocery stores which served the residential areas flanking the street. There were also a number of blacksmiths, livery stables and building supply houses. By the 1880s, the street was all but fully developed with a number of small establishments, often with residences above shops, lining the street. The street was ethnically mixed with whites and blacks, Germans, Jews and Italians all well-represented.

A cluster of saloons and confectioners shops developed at the intersection of Brook Road and Broad Street, where they could intercept the traffic from the countryside as it entered the city. Prior to the 1880s, main retail development had been focused at the 6th Street market but began growing toward the west, following the rapidly growing economically prosperous West End residential areas. In 1888, the Masons began to build the huge Masonic Temple at Adams and Broad streets on the site of a building supply yard. When the Temple opened in 1893, it contained a major department store, Woodward & Lothrop, as well as public facilities. This area soon developed as a major retail center with additional department stores and furniture. Much of the street was redeveloped between 1890 and 1920, and, while some of the small scale development of the earlier 19th-Century remains, much of the street was rebuilt in large and more architecturally pretentious structures.

In the 20th century, the livery stables and saddle shops were replaced with automobile distributors and auto parts stores. Some of these facilities achieved considerable architectural distinction. These include a charming Spanish Colonial-style gas station at

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8. SIGNIFICANCE -- Commerce

401-407 West Broad Street by Lee, Smith and Vander Voort and the imaginative structure erected at 310 West Broad Street by architect Albert Hunt for use as a Studebaker showroom.

At the turn of the century, many of Richmond's best known and most successful architects were designing commercial buildings on Broad Street. Because of the high visibility of the street, merchants and developers hired distinguished architects to create suitably imposing structures. These were joined by well known architects from other East Coast cities.

Jackson Gott, FAIA, one of Baltimore's leading architects, was employed to design the Masonic Temple in 1888. Owners of the J. B. Mosley store commissioned New Yorkers Starrett & VanVleck, architects of Lord & Taylor Department Store, design their new store at 201 West Broad Street, and the Central National Bank brought well-known theater architect, John Eberson, to the city to design its new headquarters. All of these buildings are impressive works.

But of considerable interest are the works by less well-known Richmond architects. The architectural profession in Richmond had greatly expanded by the end of the 19th century. Only a handful of men listed themselves as architects in 1870, and several of these were builders or engineers in the modern sense. The great physical expansion of Richmond at the end of the 19th-century, and the taste for architecturally elaborate public and private buildings such as those lining Monument Avenue, encouraged the growth of the architectural profession in the city.

The local architects were diverse in their stylistic preferences, yet show an awareness of architectural trends of the period. Charles Robinson, who was best known for his design of public schools in Virginia, and Charles Bryant, both showed a preference for simple structurally derived designs which clearly expressed the structural systems of the building.

The Empire Theater was erected in 1910 as a vaudeville house by Moses Hofheimer and was designed by Richmond architects Scarborough and Howell. This building has been reopened as a legitimate theater in the 1970s. At the turn of the century, Richmond was trying to emulate New York's Broadway by creating a theater district on Broad Street. The Empire was a response to that desire. The architects had come to Richmond to supervise the construction of the Main Street Station. Remaining here after the completion of the station, they developed a specialty in theater design. The Empire Theater was their first theater in the city, and is now the oldest surviving theater in the city. It became the Strand Theater in 1915, and closed in 1927. By that time the theater complex at 8th and Broad Streets had been rebuilt and enlarged, and the Strand could no longer compete. The Theater reopened in 1934 as the Booker T. serving Richmond's black population. It was very successful in this role and continued to operate until 1974.

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8. SIGNIFICANCE -- Commerce

The decoration of the theater was created by Ferruccio Legnaioli, an Italian sculptor who produced much of the architectural ornament on major buildings in Richmond. While the Empire was altered in the 1950s and its facade partially stripped, the recent restoration of the building has recreated the ornamental richness of the interior of the structure, and exposed the decoration of the central arch.

Next to the Empire is the Regency Theater. It was originally built as the Little Theater, and intended solely to be a movie house. The Regency Theater was designed by noted Richmond architect Charles K. Bryant in 1912. The long narrow proportions of the theater and its comparative simplicity of the interior made it difficult for this theater to compete with the larger theaters elsewhere on Broad Street, and the Little Theater existed only for a few years. After serving a variety of uses in the 1920s, it became the Walker Theater in the 1930s. It was named for Maggie Walker, the founder and the President of the Consolidated Bank, the oldest black owned bank in the nation. With the Booker T. Theater next door, this was the focus of black entertainment from the 1930s through the 1950s. The theater, now renamed the Regency, has been renovated and restored, and now serves as a legitimate theater. The building is well preserved.

By 1900, the Broad Street, Brook Road, Adams Street intersection had become the center of retail trade in the city. It was illustrated in portfolios, photographs, and in Chamber of Commerce publications. The street was up-to-date and thoroughly modern, well representing the city's progressive spirit and prosperity.

Downtown Richmond commercial development continued to move west following the general movement of population to the new stylish residential sections such as the Fan District and Monument Avenue in the early 1900s. However, by the 1920s, the focus of the retail trade returned to the east to 6th Street, the site of the City Market. Miller and Rhoads and Thalhimers, which became the largest department stores in the city, were erected on 6th Street and the Broad Street/Brook Road retail area became less stylish. While the district did not decline, it stabilized. The department stores left the area and were replaced with furniture stores. Many of these remain in the area today.

In the prosperity of the late 1940s and 1950s, many turn-of-the-century stores on Broad Street were modernized and lost their architectural character. The tide of renovations and modernizations which focused on 6th Street generally did not progress to the west past 2nd and 3rd Streets and as a result, the older areas on the street retained their earlier character.

The buildings in the district are similar in general arrangement to commercial structures erected throughout the 19th century in Richmond. Most of the city's surviving earlier buildings, such as those in Shockoe Slip Historic District, are single masses, decorated in the cast-iron first-floor storefronts with brick or galvanized iron cornices. Unlike the earlier structures, many of the stores on Broad Street were designed by prominent local architects. These include Albert Hunt (1868-1920), the grandson of Richmond's

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**8. SIGNIFICANCE — Commerce**

first architect, Otis Manson; Duncan Lee (1884-1952), born in Ashland and best known as a residential architect; Charles Robinson (1867-1932), the state school architect as well as the architect of most of Richmond's public schools, the buildings at the College of William and Mary, and Mary Washington College; Charles Bryant, who designed buildings which appear to have been influenced by progressive midwestern architecture, but who also designed three Mount Vernon-inspired pavilions which represented Virginia at various world fairs; Carl Ruehrmund, who was related to a number of other German-born architects in the Richmond area and designed buildings at 200-202, 406, and 415 West Broad Street; Carneal & Johnston, who had been the associated architects of the Mosby Store, were the architects of the Richmond Dairy, where they made use of multi-story milk bottle reproduction to frame this simple industrial structure.

These architects made the street into a showcase of Richmond's commercial prosperity. This prosperity continued until 1929. In the 1920s, the focus of retail trade moved to the 6th Street area where the two largest department stores in the city were located. The area within the district boundaries remained prosperous, but new construction was rare.

In the prosperous period which followed the end of World War II, many buildings on the street were renovated and modernized. Most of the modernization was to the east of 2nd Street, and, while these areas lost their historic character, the area to the west remained unchanged.

In the later 1960s, downtown Richmond entered a period of great expansion and redevelopment. Population growth has been outside the city limits in the suburban counties, but a massive building boom took place in the financial district on Main Street. This was accompanied by the revitalization of older residential neighborhoods such as Church Hill, Monument Avenue, and the Fan District and Jackson Ward.

By the late 1970s, the interest in revitalization of older areas had expanded from a concern with residential areas to include commercial districts. Shockoe Slip and Shockoe Bottom were both the site of major restoration and revitalization efforts. A large new development was sponsored by the city on the site of the 6th Street market. This development introduced a new shopping area which crosses Broad Street and is tied into the development of a convention center and a hotel.

This activity has focused activity and attention on Broad Street. The intrinsic qualities of the buildings have attracted new owners who have renovated individual structures. Some of these structures are small, such as the wood frame cottage at 320 West Broad Street and the adjacent buildings, but several large buildings, such as the Central Fidelity Bank, the Empire and Regency Theaters, and the Mosby Store, have been renovated. The architectural character, which made the street a focus of civic life in 1910, is proving to be appealing to city residents in the 1980s and the revitalization of the street is underway.



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BROAD STREET COMMERCIAL HISTORIC DISTRICT, Richmond, VA

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10. GEOGRAPHICAL DATA -- Boundary Justification

trict generally date from 1880 to 1929, and, for the most part, have not suffered from alterations or demolition which have damaged or obliterated the turn-of-the-century character of the street. The character of the architecture determines the boundaries rather than physical features or major highways.

To the west of the district are one-story, late 20th-century structures, including a McDonald's and a gas station. This area creates a total break in the architectural character of the street. Marshall Street, which is to the north of Broad Street, is in the Jackson Ward Historic District. Jackson Ward is a residential district made up of two- and three-story town houses. The boundary of the Jackson Ward District moves north a half block to Marshall Street between Madison and Adams streets to exclude the commercial area associated with Brook Road.

The Broad Street Commercial Historic District includes Brook Road, which was originally an 18th-century road to the north. This commercial area links the Jackson Ward residential area to the Broad Street commercial area and includes the Richmond Dairy Building (1913) by architects Carneal and Johnston. To the east of Adams Street, there is a series of automobile parking lots that were excluded from the district. The buildings which face on 1st and 2nd Streets have been excluded from the district. This was a street with a major shopping area for Richmond's black community and has a different history and architectural character. Because the alley in the block between 1st and 2nd Streets has been built over, the boundary follows the rear wall of the structures which face on Broad Street. The eastern boundary of the district is marked by a cleared block of parking lots on the north side of Broad Street at Fourth. The original turn-of-the-century buildings

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BROAD STREET COMMERCIAL HISTORIC DISTRICT, Richmond, VA

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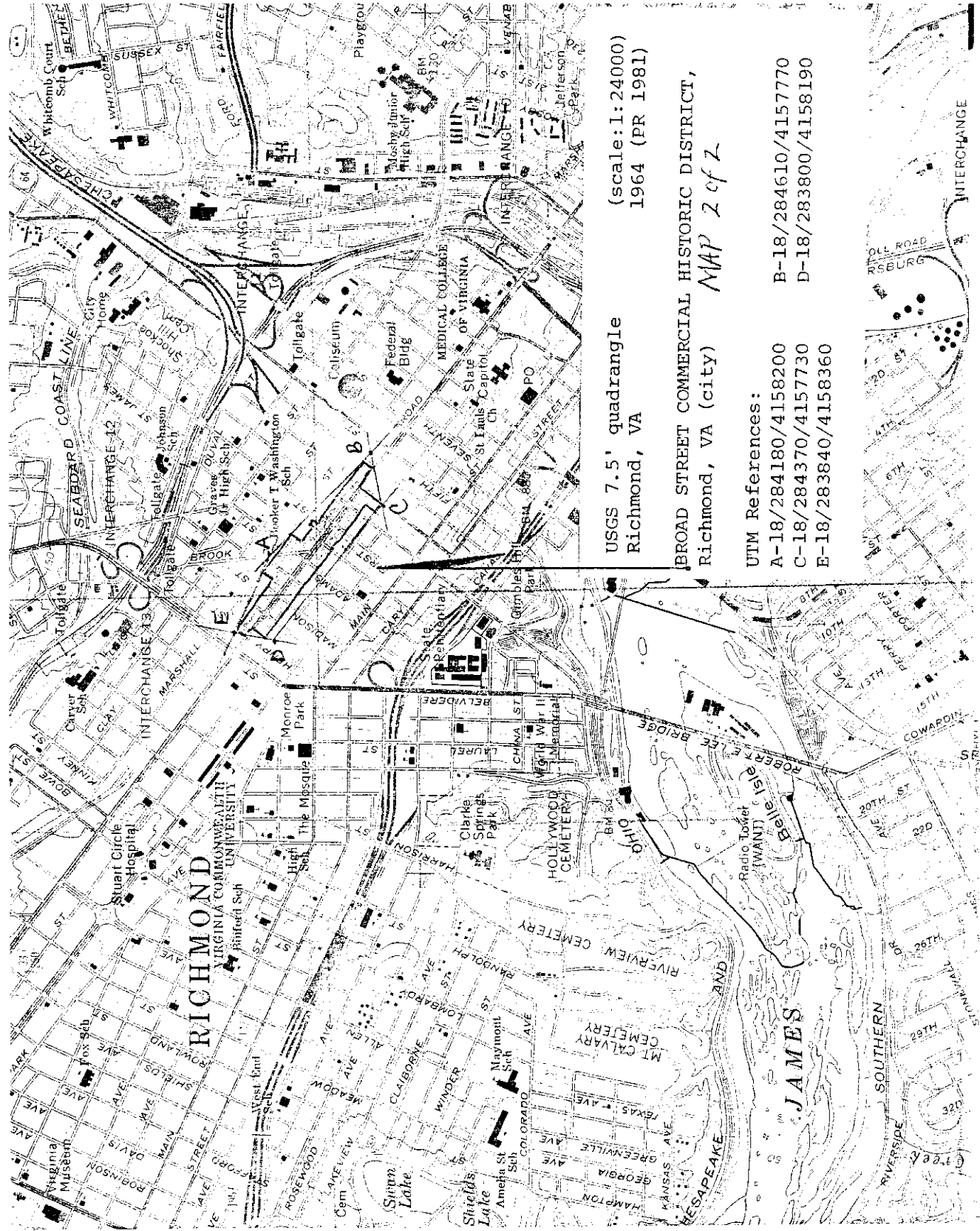
10. GEOGRAPHICAL DATA -- Boundary Justification

of the street remain on the south side of this block (300 East Broad Street), but most of these buildings were remodeled in the 1950s and 1960s and no suggestion of the original character remains. This block has been excluded from the district. The boundary jogs from Broad Street to Grace Street at Third to include the entire Central Fidelity Bank building and its associated arcades. This property is separately listed on the National Register. The boundary includes this building and moves to the north to the alley at the western side of the arcade. The alley between Grace and Broad is the boundary on the south side of Broad Street.

Grace Street is a commercial strip development like Broad, but it retains some of its residential character. The architecture of Grace Street almost entirely dates from the late 1920s and is distinctly different from Broad Street. West of Adams Street, parking lots and vacant lots have destroyed the character of Grace Street; therefore, Grace Street was excluded from the district.

BOUNDARY DESCRIPTION

From the NW corner of 4th Street and Broad Street (Point A), proceed W along the curb line 330' to the NW corner of 3rd Street (Point B); thence proceed 420' S to the NW corner of 3rd and Grace Streets (Point C); thence proceed W 160' to the western edge of the Central Fidelity Bank Arcade Building (Point D); thence proceed N 160' along the property line to the southern edge of the public alley (Point E); thence proceed E 500' to the projecting rear wing of the property at 13-17 East Broad Street (Point F); thence proceed S 60' feet to Point G; thence W 70' to Point H; thence N 60' to Point I; thence proceed W 1740' following the southern edge of the alley to Point J; thence proceed N 250' to the NE corner of Henry and Broad Streets (Point K); thence proceed E 80' to the W property line of 508 West Broad Street (Point L); thence proceed N 170' to the N side of the alley (Point M); thence proceed E 830' to Point N; thence proceed N 120' to the S curb line of Marshall Street (Point O); thence proceed E 620' feet to Point P; thence proceed 150' S to Point Q; thence proceed N 50' to Point S; thence proceed E 30' to Point T; thence proceed S 50' to Point U; thence proceed E 900' to Point V; thence proceed S 120' to Point A.



USGS 7.5' quadrangle  
Richmond, VA

(scale: 1:24000)  
1964 (PR 1981)

BROAD STREET COMMERCIAL HISTORIC DISTRICT,  
Richmond, VA (city) *MAP 2 of 2*

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